

RAPHAEL OLIVEIRA

Growth Lead | CRM, Performance Marketing, Marketing Operations & AI Workflows

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PROFESSIONAL SUMMARY

Growth, digital marketing, and marketing operations professional with 16+ years of experience connecting strategy, acquisition, CRM, performance, content, automation, team leadership, and commercial execution. Background across agencies, startups, local businesses, digital projects, and AI supported operations, with a strong ability to turn business problems into growth systems, measurable routines, and practical execution. Strategic operator with range across marketing, sales, product, technology, data, and stakeholder environments.

CORE COMPETENCIES

- **Growth and revenue:** growth strategy, sales funnels, demand generation, lead generation, acquisition, conversion, retention, remarketing, reactivation, and continuous improvement.
- **Performance, analytics, and CRO:** Google Ads, Meta Ads, Google Analytics 4 (GA4), landing pages, SEO, content, social media, reporting, KPIs, ROI, CPC, CPA, CPV, conversion optimization, and customer behavior analysis.
- **CRM, lifecycle, and automation:** welcome journeys, nurture flows, lead and customer recovery, email marketing, WhatsApp, CRM integration, ManyChat, ActiveCampaign, Mailchimp, Monday.com, n8n, and basic Make workflows.
- **Marketing operations:** project management, briefs, timelines, task boards, prioritization, scope control, vendors, remote teams, product logic, and cross-functional processes.
- **AI applied to work:** workflows with ChatGPT, Claude, Codex, Cursor, OpenCode, Antigravity, and Google AI Studio for research, content, prototyping, automation, documentation, and AI supported development.

SELECTED PROJECTS

- **Trading Life Pro:** built a functional product with AI supported development using React, TypeScript, and Firebase, consolidating trading records, imports, dashboards, strategy taxonomy, error analysis, and continuous improvement workflows.
- **AtendeAI:** participated in the creation of a chatbot project with partners, including a developer specialized in automation and integration; worked on n8n routines, AI and API logic, flows, and customer service logic.
- **AI Smart Studios:** built a creative operation centered on AI for international clients, applying prompts, storytelling, audiovisual production, content, workflows, and digital asset delivery.

PROFESSIONAL EXPERIENCE

AI SMART STUDIOS, FOUNDER & AI CREATIVE STRATEGIST

Mar 2025 to Feb 2026

- Built a creative operation centered on AI from scratch, generating approximately **US\$12K in 6 months** through delivery for clients in the US market.
- Served projects for **Fusion Academy and Jettly**, managing scope, alignment, iterations, quality control, production, and deadlines in a remote environment.
- Developed AI workflows for content, video, audio, image, storytelling, prompts, creative iteration, and digital asset production.
- Maintained a **100% Job Success Score and Top Rated status on Upwork** through clear communication, delivery consistency, and expectation management.

BRFUNNEL, CO FOUNDER & GROWTH STRATEGIST

Aug 2023 to May 2024

- Participated in the creation of an operation focused on acquisition and lead qualification for the US legal market, with a focus on personal injury law firms.
- Studied acquisition models, customer behavior, positioning, and commercial structures used by high performance legal operations in the United States.
- Developed funnel logic, cultural difference analysis, and AI supported workflows for conversational qualification and presales.

MOTEL FIESTA, MARKETING & GROWTH MANAGER

Jan 2024 to May 2026

- Led marketing, campaigns, content, digital presence, reputation, reporting, and commercial prioritization, increasing **average monthly revenue from R\$220K to R\$305K (+39%)**.
- Used occupancy data, customer behavior, and operational constraints to identify opportunities, structure offers, and guide digital campaigns.
- Created high-demand campaigns and offers, aligning value proposition, content, paid media, digital channels, and operations.
- Improved Google reputation from 2.5 to 4.0 stars by connecting customer experience, communication, digital presence, and operational routines.

AGROJOB, MARKETING & GROWTH MANAGER

Jan 2022 to Aug 2023

- Built the marketing operation of an HR Tech and AgTech from scratch, connecting branding, acquisition, CRM, events, paid media, data, and workflows across marketing, sales, and technology.

- Implemented Monday.com as an operational environment for tasks, CRM, Kanban, sprints, backlog, departments, automations, dashboards, and process visibility.
- Created the initial lead capture and organization structure using WordPress, Elementor, forms, Google Sheets, job pages, QR Codes, and short links.
- Structured funnels for rural workers and farm owners, generating a database of thousands of rural leads while reducing friction in the application process.
- Supported app development by organizing workflows, priorities, product logic, and operational requirements for the technical team.

LESS PAPER AGENCY, STRATEGY & GROWTH DIRECTOR

Jun 2018 to Jan 2022

- Founded and scaled a full service digital agency to nearly **R\$600K in revenue**, leading sales, client service, strategy, execution, and a remote team of up to 12 people.
- Managed simultaneous projects across paid media, SEO, content, websites, landing pages, branding, CRM, campaigns, and digital presence for clients across multiple industries.
- Led sales calls, commercial presentations, briefs, timelines, approvals, scope control, priorities, and performance reports.
- Led the repositioning of Domatus during the pandemic, generating **over R\$1.9M in revenue** through strategy, communication, campaigns, and commercial execution.
- Delivered approximately **R\$120K in sales in 40 days** for Villa Rizza with less than R\$1K in paid media, a national winning case at One Week Club and 8Ps.

ADVERTISING AGENCIES, ART, MEDIA, PRODUCTION & CAMPAIGNS

2010 to 2018

- Worked for 8 years in advertising agencies, delivering campaigns, creative assets, media, production, events, and online and offline materials for brands across multiple sectors.
- Built a strong foundation in fast execution, approvals, stakeholder communication, visual consistency, deadlines, commercial asset production, and vendor relationships.
- Developed campaigns and materials for brands such as **Chevrolet, GPA Group (Extra), and Brasil 21**.

TOOLS AND PLATFORMS

Google Ads, Meta Ads, Google Analytics 4 (GA4), Google Search Console, Semrush, Google Business Profile, WordPress, Elementor, Divi, landing pages, Mailchimp, ActiveCampaign, ManyChat, WhatsApp API, Monday.com, ClickUp, Trello, Operand, Kanban, sprints, Figma, Adobe Creative Cloud, CapCut, ChatGPT, Claude, Codex, Claude Code, Cursor, OpenCode, Antigravity, Google AI Studio, n8n, basic Make, React, TypeScript, and Firebase in projects with AI supported development.

EDUCATION AND RECOGNITION

- **Escola Conquer:** Innovation Masters, Marketing and Innovation Management, 2020.
- **IESB Brasilia:** Bachelor's Degree in Advertising and Marketing, 2009 to 2013.
- **Adapta:** completed AI training program.
- **Asimov:** AI Design and design systems applied to AI supported development projects.
- **One Week Club and 8Ps:** national winner.
- **Upwork:** Top Rated, 100% Job Success Score.